



Overview of Rebate Programs

2011 BUSINESS
ENERGY EFFICIENCY
ROAD SHOW

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Xcel Energy's Energy Efficiency Programs

Overview of Business Rebate Programs



RESPONSIBLE BY NATURE™

Trade Relation Managers

Derek Shockley 303-294-2082 John.D.Shockley@XcelEnergy.com

Commercial Programs Handled by Derek:

- **Lighting, Cooling, Data Center Efficiency, Recommissioning, Energy Design Assistance, Energy Management Systems, Standard Offer**

Bob Macauley 303-294-2675 Robert.Macauley@XcelEnergy.com

Industrial Programs Handled by Bob:

- **Boilers/Furnaces, Compressed Air, Motors/VFDs, Process Efficiency, Refrigeration Recommissioning**

Either Derek or Bob can help you with Custom Efficiency and Energy Analysis

Colorado Contact Information Energy Efficiency Specialists & Account Managers

- Energy Efficiency Specialists: Business Solutions Center (BSC)

Our energy efficiency specialists in the BSC serve our small- to mid-sized business customers and help them develop their long-term energy management programs.

1- 800 - 481 – 4700
Available M- F
7am – 5 pm MT

- Learn about program details, qualifications and timeframes for responses
- Supplement project bids with rebate estimates
- Assist in completing applications, rebate forms, customer proposals or projects
- Find out the status of a rebate application
- Request customer billing history (requires signed consent form from customer)

Account Managers - Managed Accounts

- **Our Account Managers serve our largest key customers.**
 - **Note: We do not share our customer lists or contact information with outside companies, nor do we endorse the products or services of one vendor over another, or recommend specific vendors for projects.**
- **We can, at your request, work with you to meet your customers' needs and fulfill projects related to our energy efficiency programs.**
- **Contact an Account Manager to:**
 - **Propose training targeted for the account manager's segments**
 - **Propose a project opportunity for a customer in the account manager's segment**
 - **Work together to complete a customer proposal or project**

Driver: Colorado's Energy Needs

In the last decade:

Up 7%



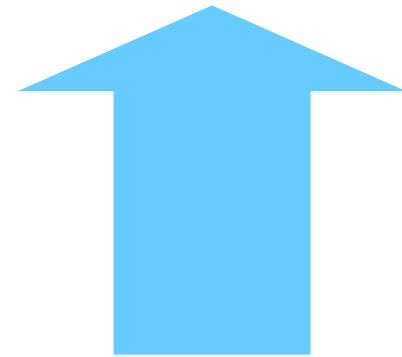
**Number of
Customers**

Up 14%



**Electricity Use
per Customer**

Up 32%



**Peak
Demand**

Xcel Energy must meet customers' needs

- Manage supply by obtaining more power
- Manage demand by reducing customers' usage

Environmental Leadership Responsible By Nature

- No. 1 wind power provider - **Wind source®**
 - **Largest voluntary green-pricing program in USA**
- Top 5 solar power provider
 - **One of largest photovoltaic systems and growing – 8.2 megawatts**
 - **Solar*Rewards – 5,000 customers, 57 megawatts**
- We offer Industry-leading energy efficiency programs
- Part of the Dow Jones Sustainability Index for North America for 3 consecutive years for our economic, environmental and social commitment.

Detailed Two-Year Plan

Approved December 2008

Covers 2009 and 2010

Extension filed for 2011

Plan for 2012/2013 should have PUC approval
by Q4 2011

Rebate programs are subject to 60 days notice of change
or cancellation.

Call or check XcelEnergy.com to verify program status

2011 Goals – all programs

Electric Savings: 240 GWh and 66,995 kW

Gas Savings: 368,000 Dth

Comanche Power Plant in Pueblo:

Unit 1-325 MW Unit 2-335 MW Unit 3-750 MW

total production capability of 1,410 MW

largest power plant in Colorado.

C&I Customer Base through 2010:

TYPE	Gas Only	Electric Only	BOTH E&G	Subtotal
Comm.:	33,788	89,080	70,756	193,624
Industrial:	3,630	441	124	4,195
Total	37,418	89,521	70,880	197,819

2011 Current Programs

- 35 enhanced or new electric and natural gas efficiency and conservation programs
 - **Business** – new rebates, enhanced program customization and natural gas equipment rebates
 - **Residential** – incentives for saving natural gas and electricity
 - **Low-income customers** – special programs to provide rebates and help with in-home weatherization

How Xcel Energy Helps

- **Provides incentives to customers to adopt energy-efficient technologies**
- **Rebates provide trade partners a tool to promote energy efficiency in the marketplace**
- **Xcel Energy brand name and neutral 3rd party endorsement**

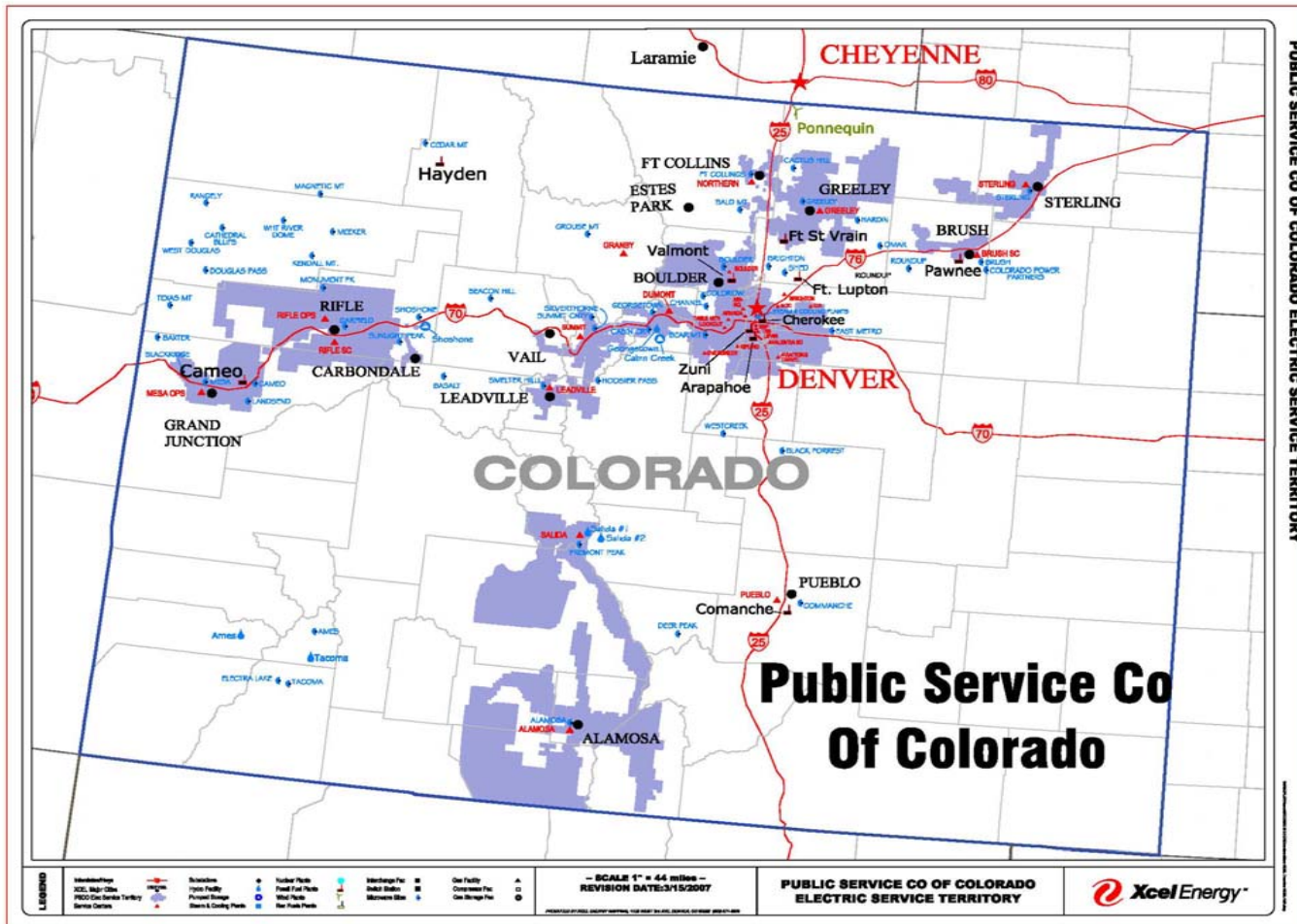
Results: energy savings and quicker project payback for customers

Xcel Energy's Efficiency Programs

- Cash rebates (not bill credits)
- Colorado business customers who buy their electricity and/or gas directly from Xcel Energy
- Customers must pay into the monthly Demand Side Management Cost Adjustment (DSMCA).
- End customer can assign rebate to alternate recipient

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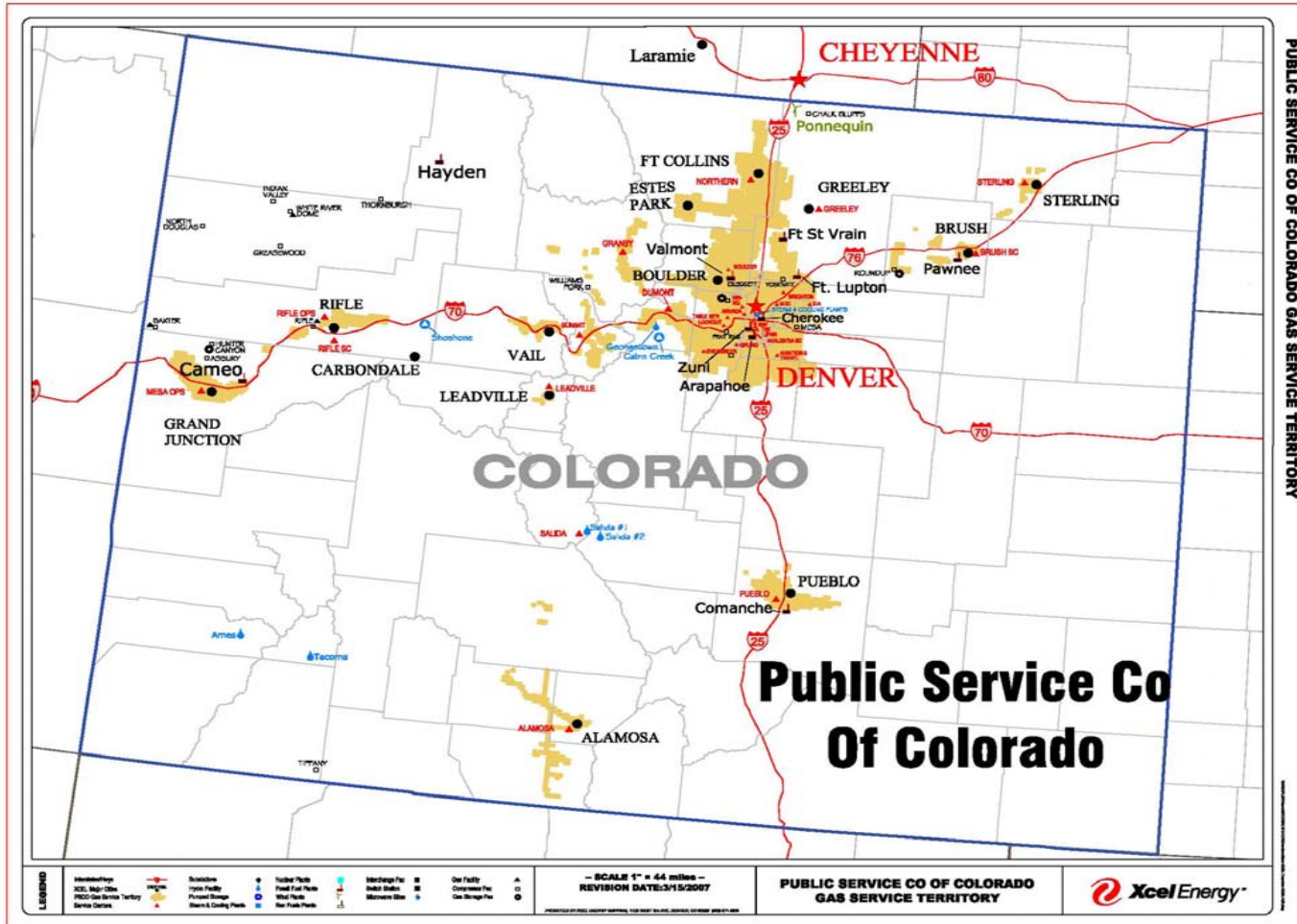
Electric Service Territory



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Natural Gas Service Territory



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Largest Utilities by Type by Sales

Electricity (kWh)

Gas
(therms)

• Investor-Owned Utilities		
– Xcel	36,560,276,000	1,322,046,540
– Black Hills Energy	1,745,915,000	80,162,970
• Rural Electric Cooperatives		
– Intermountain	2,065,066,633	N/A
– United Power	1,197,966,035	N/A
– Holy Cross Energy	1,191,297,950	N/A
• Municipal Utilities		
– Colorado Springs Electric	5,182,000,000	N/A
– Fort Collins	1,404,529,242	N/A
– Longmont	801,022,000	N/A
– Colorado Springs Gas	N/A	242,470,760
– Fort Morgan Gas	N/A	7,368,562
– Trinidad Gas	N/A	6,335,467
• Gas-only Utilities		
– Atmos Energy Corporation	N/A	123,030,000
– Rocky Mountain Natural Gas	N/A	75,270,000
– Colorado Natural Gas, Inc.	N/A	13,290,000



Energy Efficiency Guide for Colorado Businesses > Colorado Program Profiles

Colorado Program Profiles

You don't have to do this alone!

Colorado utilities, state government, local government, and non-profits have a wealth of technical assistance - and financial assistance - to help you implement energy efficiency improvements in your business or facility. The links below provide you with program profiles, so that you can determine which of them meets your energy needs.

Utility Programs

Note: Many, if not most, utilities offer energy audits or assessments to help businesses pinpoint areas for energy efficiency improvements. Ask at each utility.

- [Black Hills Energy](#)
Black Hills Energy has several different commercial and industrial energy efficiency programs available including prescriptive and custom options.
- [Colorado Springs Utilities](#)
Colorado Springs Utilities (CSU), the second-largest utility in Colorado, offers its commercial and industrial customers a couple of good programs targeted at increasing the energy efficiency of buildings, systems, and processes.
- [Electric Motor Rebate Program](#)
At least eleven Rural Electric Associations provide financial rebates to rural commercial, industrial, and agricultural customers that upgrade to energy-efficient electric motors.

Other Programs

- [Colorado Governor's Energy Office](#)
The Governor's Energy Office is Colorado's lead state agency promoting energy efficiency. It has financial, technical, and educational assistance available for energy efficiency projects.
- [Industrial Assessment Center](#)
The IAC provides small-and medium-sized manufacturers with free energy efficiency, pollution prevention, and productivity improvement plant assessments.
- [City of Fort Collins Climate Wise Program](#)
Climate Wise encourages energy efficiency efforts by Fort Collins businesses in exchange for technical assistance, public recognition, and peer networking opportunities.
- [Boulder County PACE Program and Boulder ClimateSmart](#)
Businesses in Boulder County can access the tools and technical

- Introduction
- Recommendations by Sector
- Energy Efficiency Measures
- Primer on Rates and Bills
- Performance Contracting & ESCOs in Colorado
- Program Profiles
- Case Studies
- Glossary of Energy Terms
- Home

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Xcel Energy
Energy Efficiency
General Program Descriptions



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Business Programs

- **Boilers**
- **Behavioral change**
- **Data centers**
- **Furnaces**
- **New construction**
- **Process efficiency**
- **Small business lighting**
- **Self-directed**
- **Compressed air**
- **Cooling**
- **Custom**
- **Energy Analysis**
- **Energy Management Systems**
- **Lighting**
- **Motors and Drives**
- **Recommissioning**

Xcel Energy Offers Three Types of Programs

- Prescriptive programs
- Non-prescriptive (CUSTOM) programs
- Studies/Audits

Xcel Energy Prescriptive Programs

Predetermined rebate amounts and related savings for various energy-saving technologies

- No preapproval required
- Qualifying equipment and technologies are listed on the rebate applications

Included programs:

- Boilers
- Lighting
- Cooling
- Motors and variable frequency drives

Xcel Energy Non-prescriptive Programs

For equipment and conservation efforts not covered by the prescriptive programs

- ***Preapproval required
- Rebate amounts and energy savings will vary by project

Included programs:

- Custom Efficiency
- Energy Management Systems
- Energy Design Assistance

Xcel Energy Studies/Audits

Xcel Energy funds a portion of a study – identifying energy saving opportunities.

- *****Preapproval required**
- Customer can take advantage of rebates from prescriptive or custom programs based on study recommendations.

Included programs:

- Compressed Air
- Recommissioning
- Refrigeration
Recommissioning
- Energy Analysis
- Lighting Redesign

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Xcel Energy - Customized Solutions - Windows Internet Explorer provided by Xcel Energy

http://new.xcelenergy.com/Save_Money_&_Energy/For_Your_Business/Customized_Solutions

File Edit View Favorites Tools Help

Xcel Energy - Customized Solutions

Colorado Contact Us Investor Relations My Account

Search: GO

My Account Save Money & Energy Outages Safety & Education Environment Energy Partners About Us

Home > Save Money & Energy > For Your Business > Customized Solutions

Customized Solutions Directory

Please see below the list of programs offered in your state. If no links are listed, there are currently no programs available in this category for your state. State level regulations do not allow us to offer the same programs in all states. We apologize for the inconvenience and encourage you to contact an Xcel Energy customer care representative to talk about money and energy saving opportunities in your area.

Colorado

Business New Construction
Build energy efficiency into your new construction or major renovation project and reduce energy bills by an average of 30 percent.

Commercial Offices
Increase Building Income and Tenant Comfort While Reducing Energy Bills

Are You Looking For ... ?

- [Payment Options](#)
- [Energy Rates](#)
- [Find a Rebate](#)
- [Newsletters](#)
- [Service Area](#)
- [Outage Map](#)
- [Call Before You Dig](#)
- [My Account Site](#)
- [Energy Saving Tips](#)

Customized Solutions
Rebates for your measureable improvements

Interruptible & Time of Use
Discounts on your electric bills for flexible energy use

start | Inbox - Microsoft Out... | \\corp\SharedData\G... | Microsoft PowerPoint ... | Xcel Energy - Customi... | NVIDIA Control Panel | Local intranet | 125% | 1:47 PM

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The screenshot shows the Xcel Energy website in a Windows Internet Explorer browser window. The browser's address bar displays the URL: http://new.xcelenergy.com/Save_Money_&_Energy/For_Your_Business. The website header features the Xcel Energy logo and the slogan "RESPONSIBLE BY NATURE™". A state selection dropdown menu is set to "Colorado". Navigation links include "Contact Us", "Investor Relations", and "My Account". A search bar with a "GO" button is also present.

The main navigation menu is highlighted in red and includes the following items: "My Account", "Save Money & Energy", "Outages", "Safety & Education", "Environment", "Energy Partners", and "About Us".

The "Save Money & Energy" dropdown menu is expanded, listing the following options: "Find a Rebate", "For Your Home", "Heating & Cooling", "Rate Options", "Home Efficiency", "Energy Audits", "Renewable Energy Programs", "Additional Programs", and "Energy Saving Tips".

The "For Your Business" dropdown menu is also expanded, listing: "Customized Solutions", "Interruptible & Time of Use", "Equipment Efficiency", "Energy Audits & Studies", "Renewable Energy Programs", "Additional Programs", "Energy Saving Tips", and "Responsible By Nature".

The "For Your Business" content area features a sub-header "For Your Business" and the text: "Reduce your use, maximize efficiencies and minimize your costs. That's just part of the plan for any well-run business. We're here to help by providing a wide variety of energy efficiency, expertise and rebate programs created to help you better manage and control your energy usage." Below this text is a large image with the text "Your Business" and "Keep your business efficient".

On the right side of the page, there is a section titled "Are You Looking For ... ?" with a list of links: "Payment Options", "Energy Rates", "Find a Rebate", "Newsletters", "Service Area", "Outage Map", "Call Before You Dig", "My Account Site", and "Energy Saving Tips".

The browser's taskbar at the bottom shows the Start button and several open applications: "Inbox - Microsoft Out...", "\\corp\SharedData\G...", "Microsoft PowerPoint ...", "Xcel Energy - For You...", and "NVIDIA Control Panel". The system tray on the right shows the date and time as "1:24 PM".

Contact Information

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San Luis Valley

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